

## Message Text

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15

ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 DRC-01 RSC-01 /039 W

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R 211714Z SEP 73

FM AMEMBASSY MADRID

TO SECSTATE WASHDC 6736

INFO AMCONSUL BARCELONA VIA POUCH

AMCONSUL MILAN

AMEMBASSY ROME

UNCLAS MADRID 5412

FROM FIELD FOR COMMERCE

E.O. 11652: N/A

TAGS: BEXP SP

SUBJECT: CHEMICAL PROCESSING EQUIPMENT AND INSTRUMENTATION

TRADE MISSION

1. TENTATIVE SCHEDULE FOR MADRID: OCTOBER 22 MISSION TO ARRIVE MADRID AIRPORT 2005 ON IB 901. MET BY COMMERCIAL OFFICERS FROM EMBASSY. PROCEED TO CASTELLANA HOTEL BY PRIVATE TWENTY SEAT BUS. TROY WILL PROVIDE WITH INDIVIDUAL SCHEDULES AT BRIEFING BOSFORUS SUITE, CASTELLANA AT 2100 BY AMEMBASSY STAFF. OCTOBER 23 0900 BRIEFING OF SIX INTERPRETERS AND MISSION SECRETARY NUEVA YORK ROOM, IBERIA MART, INDIVIDUAL BUSINESS APPOINTMENTS 1000-1400 AND 1600-1900 AT IBERIA MART, A RECENTLY OPENED ULTRA MODERN BUSINESS CENTER IDEALLY EQUIPPED FOR THIS MISSION (8 MINS BY CAB FROM HOTEL DURING WORKING HOURS). AT 2030 RECEPTION FOR SELECT GROUP OF ABOUT 60 IN BOSFORUS SUITE, CASTELLANA. OCT 24 APPOINTMENTS ALL DAY AT IBERIA MART. OCT 25 0900-1100 OPEN FOR INDIVIDUAL FOLLOW-UP BUSINESS. PRIVATE BUS LEAVE CASTELLANA HOTEL 1130 TO AIRPORT. MISSION MEMBERS RETURNING DIRECT TO US WILL DEPART MADRID AT 1315 ON TWA 903 TO NEW YORK (ETA NEW YORK 1550). DURING MISSION VISIT, POST RECOMMENDS DIRECTOR MAKE PROTOCOL CALLS ON AMBAS- SADOR, PRESIDENT AMCHAM AND SPANISH CHAMBER AND OTHER DIGNITARIES AS APPROPRIATE.

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2. ESTIMATED MISSION BUDGET FOR MADRID PORTION OF VISIT  
FOLLOWS. BOSFORUS SUITE, CASTELLANA DOLS 182, IBERIA MART  
NY ROOM DOLS 222, TRANSPORTATION DOLS 56, MISSION SECRETARY  
BEFORE AND DURING MISSION DOLS 200, BROCHURES-PRINT, LABEL,  
STUFF AND MAIL DOLS 284. INTERPRETERS (FIVE) DOLS 486.  
TOTAL ESTIMATED MISSION BUDGET FOR MADRID DOLS 1,430.

3. ESTIMATED HOSPITALITY COSTS: BEVERAGES FOR DIRECTOR'S  
SUITE DOLS 60, SET-UPS FOR SUITE DOLS 25, BEVERAGES  
DURING BUSINESS APPOINTMENTS DOLS 43, RECEPTION IN BOSFORUS  
SUITE-INVITATIONS PRINTING AND MAILING DOLS 50, CATERING  
DOLS 354, LIQUOR DOLS 60, INTERPRETERS DOLS 57. TOTAL:  
DOLS 640.

4. RECAP OF MISSION BUDGET FOR TOTAL SPAIN PORTION OF VISIT  
FOLLOWS. BARCELONA DOLS 970 (REF BARCELONA 0950), MADRID  
DOLS 1430. TOTAL DOLS 2400. TOTAL EXCEEDS BUDGET  
AUTHORIZATION BY DOLS 400. PLEASE TRANSFER TO THIS  
POST UNUSED DOLS 400 FROM ITALY PORTION OF VISIT (REF  
MILAN 1552).

5. HOTEL RESERVATIONS FOR MISSION CONFIRMED CASTELLANA  
10 SINGLES, 3 DOUBLES, AND MD SUITE FOR OCT 22-25.

6. ADVANCE OFFICER PERSONALLY CALLED ON REPRESENTATIVES  
OF FIVE COMPANIES ON MISSION (DRESSER, DORIC, UNITED  
ELECTRIC, A.O. SMITH, K-TRON) AND WAS ASSURED OF THEIR FULL  
SUPPORT. THEY PLAN TO ATTEND ALL BUSINESS APPOINTMENTS  
IN BARCELONA AND MADRID (ALSO PROBABLY TARRAGONA) AND  
HANDLE TRANSLATING. ALSO WILL PROVIDE BOTH POSTS WITH  
NAMES, TEL. NO. AND ADDRESS OF PRIME PROSPECTS FOR  
RESPECTIVE MISSION MEMBER.

7. PERSONAL CALLS ON COMPANIES HANDLING TURNKEY PROJECTS  
FOR CHEMICAL AND PETROCHEMICAL INDUSTRY (FOSTER-WHEELER,  
SNAM-AUXINI, TECNICAS REUNIDAS, INTECSA) REVEAL KEEN  
INTEREST IN SPECIFIC PRODUCT LINES OF THIS MISSION. POST  
URGENTLY NEEDS 50 EXTRA SETS LITERATURE OF EACH  
COMPANY TO ADVANCE THIS MISSION. SUGGEST ASK EACH  
COMPANY IMMEDIATELY AIRMAIL DIRECT TO THIS POST. ALSO THIS  
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POST STILL HAS NOT RECEIVED LITERATURE HOUSTON  
ATLAS, A.O. SMITH.

8. ADVANCE PUBLICITY PLANNED AS FOLLOWS: ANNOUNCEMENT  
TO 8 TRADE PUBS (TOP PUB INGENIERIA QUIMICA WILL PUBLISH  
THIS OCT 10) AND OTHER MEDIA. USIS URGENTLY REQUESTS  
IN-USE PHOTOS OF MAJOR PRODUCTS OF MISSION FOR FOLLOW-  
UP PRESS RELEASE. USIA RADIO PROGRAMS TO SIXTY-PLUS

STATIONS ACROSS COUNTRY WILL CARRY ANNOUNCEMENT WEEK BEFORE MISSION ARRIVES. ALSO, USIS WILL PROVIDE PHOTOGRAPHIC COVERAGE WORKING SESSIONS AND WILL HELP TO ARRANGE PRESS CONFERENCE MISSION DIRECTOR SUITE ON OCT 23.

9. SLIDE PROJECTOR AND SCREEN WILL BE AVAILABLE FOR USE BY MISSION MEMBERS.

10. EMBASSY HOLDING 12 SEATS FOR OCT 25 ON TWA 903 TO NEW YORK. MISSION MEMBERS SHOULD CONFIRM THROUGH OWN TRAVEL AGENT.

1. ADVANCE OFFICER APPRECIATES GENEROUS ASSISTANCE PROVIDED BY COMMERCIAL SECTION THIS POST.  
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